

Bruce Hornsby and the Noisemakers - One-Page Highlights

High Water Music Festival | 0026-04-18 to 0026-04-19 | North Charleston, SC

Tier C | Billing 15 | Priority 37% | Viral 18% | Hype 53%

Primary Capture Moments

- TikTok: Use "Great Divide" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "The End of the Innocence" for a high-payoff ending.
- Prioritize the first 90 seconds: "Great Divide" repeatedly opens recent sets.
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.
- Capture a 10-15 second crowd reveal during the first high-energy chorus.

Likely Song Triggers

- The Way It Is: in-set 66% | opener 0% | closer+encore 6%
- Mandolin Rain: in-set 51% | opener 0% | closer+encore 23%
- Prairie Dog Town: in-set 40% | opener 0% | closer+encore 36%
- The Valley Road: in-set 37% | opener 11% | closer+encore 11%
- The End of the Innocence: in-set 34% | opener 0% | closer+encore 38%

Viral Clip Strategy

- Open with a 6-10s hook from "Great Divide" to maximize first-scroll retention.
- Save a hard cut reveal for "The End of the Innocence" as the end-of-video payoff moment.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: spotify_setlist_proxy | confidence 54%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-04-14T14:55:09.770Z
- Poster day hint: unavailable